

**A SEMIOTICS STUDY ON SLOGAN AND PICTURE OF
A MILD ADVERTISEMENT *BUKAN BASA BASI*
RED BOX VERSION**

THESIS

**BY
KHOIRIL AZMI
0710333052**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2013**

**A SEMIOTICS STUDY ON SLOGAN AND PICTURE OF
A MILD ADVERTISEMENT *BUKAN BASA BASI*
RED BOX VERSION**

THESIS

**Presented to
University of Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
KHOIRIL AZMI
0710333052**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2013**

ABSTRACT

Azmi, Khoiril. 2013. **A Semiotics Study on Slogan and Picture of A Mild Advertisement “bukanbasabasi” red box version**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies Brawijaya University. Supervisor: Endang Sasanti; Co-supervisor: Agus Gozali.

Keyword: semiotics, sign, advertisement, A Mild "Bukan Basa Basi" Red Box version.

Communication can be done in some ways, using either verbal communication or non-verbal communication. Verbal communication uses language and non-verbal communication is non-linguistic communication. Non-linguistics communication can be done using signs, signals, or symbols (Mulyana, 2000, p. 308). Sign is something that can be interpreted as having a meaning, therefore it is able to convey information to someone. So, the sign serves as a conduit of meaning to the message that is formed and can be conveyed to the readers. In this study, the researcher conducts the semiotics analysis in the advertisement of A Mild “BukanBasaBasi” Red Box version. This study answers three problems, namely: (1) What are the signs found in the advertisement (2) What are the meanings of the signs in advertisement and (3) How the signs support the idea of the advertisement.

This study uses Peirce theory of triadic model as follows icon, index and symbol. This research is a qualitative research to comprehend the phenomena about what happened to the research's subject such as behavior, perception, motivation and action. The researcher conducts content or document analysis to analyze the signs used in advertisement of A Mild “Bukan Basa Basi” Red box version.

This study reveals that some signs represent the content of the advertisement. There are signs that exemplified by Peircean applied in advertisement of A Mild "Bukan Basa Basi" Red box version. In the six advertisements, signs of the icon, index and symbol are found of A Mild "Bukan Basa Basi" Red Box version. The signs found are the icons of the image description that represents the meaning of the index which is the tagline of the advertisement. Where in each advertisement of A Mild "Bukan Basa Basi" red box version, the icon and the index has a correlation in the form of an understanding, supported by a symbol which is the slogan as a reinforcement of the meaning description of icon and index. In addition, the six advertisements of A Mild "Bukan Basa Basi" Red box version have the same pattern in characteristic application of image layout, tagline and slogan.

The researcher suggests the next researchers broaden the semiotics scope such as analyze other objects, such as logos, brand products, or the cover of music.

ABSTRAK

Azmi, Khoiril. 2013. **Analisa Semiotika pada Slogan dan Gambar iklan A Mild “Bukan Basa Basi” versi Kotak Merah. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya.** Pemimbing: (I) Endang Sasanti. (II) Agus Gozali

Kata Kunci: semiotik, tanda, iklan, A Mild “Bukan Basa Basi”versi kotak merah.

Komunikasi dapat dilakukan dengan beberapa cara, baik menggunakan komunikasi verbal maupun komunikasi non-verbal. Komunikasi verbal menggunakan bahasa dan komunikasi non-verbal adalah komunikasi non-linguistik. Komunikasi non-linguistik dapat dilakukan dengan menggunakan tanda-tanda, sinyal, atau simbol (Mulyana, 2000, p.308). Tanda merupakan salah satu cara untuk berkomunikasi. Sehingga, tanda berfungsi sebagai pemberi makna terhadap pesan yang terbentuk dan dapat tersampaikan kepada pembaca. Dalam penelitian ini, peneliti melakukan analisis semiotika dalam iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Penelitian ini akan menjawab tiga pertanyaan, yaitu: (1) Apa tanda-tanda yang ditemukan dalam iklan, (2) Apa makna dari tanda-tanda dalam iklan Dan (3) Bagaimana tanda-tanda mendukung gagasan iklan.

Penelitian ini menggunakan teori Peirce model triadic seperti ikon, indek, dan simbol. Penelitian ini menggunakan penelitian kualitatif untuk memahami fenomena tentang apa yang terjadi pada subjek penelitian ini seperti perilaku, persepsi, motivasi dan tindakan. Peneliti melakukan analisis isi atau dokumen untuk menganalisa tanda-tanda yang digunakan dalam iklan A Mild "Bukan Basa Basi" versi kotak merah.

Penelitian ini mengungkapkan bahwa beberapa tanda-tanda mewakili isi iklan. Ada tanda-tanda yang dicontohkan oleh Peircean diterapkan dalam iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Dalam enam iklan, tanda-tanda ikon, indeks dan simbol ditemukan dari iklan A Mild "Bukan Basa Basi" versi Kotak Merah. Tanda-tanda yang ditemukan adalah ikon dari deskripsi gambar yang mewakili arti dari indeks yang merupakan tagline dari iklan. Dimana dalam setiap iklan A Mild "Bukan Basa Basi" versi Kotak Merah, ikon dan indeks memiliki korelasi dalam bentuk pemahaman, didukung oleh simbol yang merupakan slogan sebagai penguat deskripsi makna ikon dan indeks . Selain itu, enam iklan A Mild "Bukan Basa Basi" versi Kotak Merah memiliki pola yang sama dalam aplikasi karakteristik gambar tata letak, tagline dan slogan.

Peneliti menyarankan agar peneliti selanjutnya mengembangkan studi semiotik dengan meneliti objek yang berbeda seperti logo, merek produk dan sampul musik.

REFERENCE

- Angela, Goddard. (2002). The language of advertising: Written texts, 2nd edition. Taylor & Francis: Intertext Series.
- Ary, D., Jacobs, L.C., & Razavieh, A. (2002). Introduction to research in education. Belmont, CA; Wadsworth
- Belch, George & Belch, Michael A. (2001). Advertising and promotion: An Intergrated Marketing Communications Perspective. Boston: McGraw-Hill.
- Chandler, Daniel. (2002). Semiotics: the basics. United States of America: Routledge
- Eco, Umberto. (1976). A theory of semiotics. Bloomington: Indiana University Press
- De Saussure, Ferdinand. (2006). Writings In General Linguistics (trans Sanders, Carol; Pires, Matthew). Oxford; Oxford University Press
- Drewniany, Bonnie L & Jewler, A Jerome. (2010) Creative Strategy in Advertising. Paperback. Wadsworth.
- Goddard, Cliff. 1998. Semantic analysis: A practical introduction. Oxford Textbooks in Linguistics. Oxford; Oxford University Press
- Johansen, Jorgen D and Larsen, Svend E. (2002) Signs in Use: An Introduction to Semiotics. Routledge. Paperback
- Laksono, Gigih, Budi. (2011). *A semiotics study on the effectiveness of codes in Benny Rachmadi's opinion cartoons compiled in dari presiden ke presiden*. Skripsi tidak diterbitkan. Malang: Fakultas Ilmu Budaya, Universitas Brawijaya.
- Mansell, Robin (2004). New media and the power of networks. In: Humphreys, Patrick and Adam, F and Brezillon, P and Pomerol, J.C, (eds.) Decision making and decision support in the internet age. Cork; Oaktree Press.
- Moleong, Lexy J. (2002). Metodologi Penelitian Kualitatif. Bandung; PT Remaja Rosdakarya
- Nikicomic. Blogspot.com (n.d). Wallpaper of A Mild. Retrieved December, 7, 2012, from <http://nikicomic.blogspot.com/2010/10/wallpaper-mild.html>

Pateda, Mansoer. 2001. Semantik Leksikal. Jakarta; Rineka Cipta

Peirce, Charles Sanders. (1931-58). Collected Writings (8 Vols.). (Ed. Charles Hartshorne, Paul Weiss & Arthur W Burks). Cambridge, MA; Harvard University Press

Saussure, Ferdinand de. ([1916] 1974). Course in General Linguistics (trans. Wade Baskin). London: Fontana/Collins

Sobur, Alex. 2009. Semiotika Komunikasi. Bandung; PT Remaja Rosdakarya

Thinkquest.com (n.d). Colors of Advertisement. Retrieved January, 13, 2013, from <http://library.thinkquest.org/08aug/01276/colorsanddesign/colorinadvertising.html>